

The Foundation Focus

By William Kenney, SSA Foundation Co-Chairman

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I have always agreed with Ralph Waldo Emerson's thought:

*"It is one of the most beautiful compensations in life
that no man can sincerely try to help another
without helping himself."*

This Association is based upon that principal. I think that most of us can think of instances in our own lives where we have seen that happen. I am sure that the members who have hosted roundtables, or given talks, or have given advice to less experienced people in the storage business have felt rewarded. It is the same with the other help that has been given in your community.

Among the several missions of our SSA Foundation is providing scholarships for employees of self storage facilities, as well as their children and grandchildren.

The stories about last year's awardees have been and are being published in the *SSA Globe* magazine. If you missed any of them, you can read about all of the scholarship winners in past issues online at www.ssaglobe.org. Do take the time to read them. The awardees are terrific young people and provide testimony as to the importance of these scholarships, and how much the funds that they receive mean to them. I am sure that all who have supported the scholarship program are very pleased with the results in our first year and are proud to have been part of it.

As we all realize, scholarship funds are even more important in these times of rising educational costs. Our goal is to raise one million dollars for the scholarship fund, and we are about half way there. Most donations have been in the form of five-year pledges—a couple of thousand dollars a year surely adds up.

We have received donations from a number of members. Many of these donors are making donations even though their companies already have scholarship awards. For those who have not participated, I'd ask you to remember a point in time when you were given a break—that you earned—but a break, nonetheless. We will continue to provide members with more information about the program and encourage all of your support.

This April at the SSA Spring Convention & Trade Show in Charlotte, donors will be welcomed at the traditional SSA reception, this time taking place at the NASCAR Hall of Fame. It will be a fun and unique evening, so please make plans to attend.

The SSA Foundation was established to take advantage of 501(c)(3) benefits, such as tax-deductible funding in the areas of communications, charitable endeavors and industry education including seminars, a certification program and speakers. This spring's Foundation Forum speaker will be Scott Gross, well-known author of the very popular book, *Positively Outrageous Service*. And, in addition to assisting the next generation of leaders, the SSA Foundation honors its pioneers every year through the six-year-old Self Storage Hall of Fame.

As the self storage industry, along with the rest of country, continues to recover from a difficult recessionary period, let's not lose our spirit for the many things that we can accomplish together for the benefit of the industry. Five years ago the SSA Foundation was created for this purpose and together we can build on a great start. ❖